

Message Text

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W
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P 230845Z MAY 75

FM AMEMBASSY DAKAR

TO SECSTATE WASHDC PRIORITY 0973

UNCLAS DAKAR 2959

EO 11652: NA

TAGS: BEXP, SG

SUBJ: INITIAL MARKETING EFFORT IN AFRICA BY AMERICAND
FIRM

REF: STATE A-3247

EMBASSY OFFICER CONTACTED ONE LARGE IMPORTER OF SIMILAR EQUIPMENT PRODUCED BY TRW, INC. AND FOUND OUT THAT SENEGAL, EVEN WITH A LIMITED MARKET AND HAVING SIMILAR COMPETITIVE PRODUCTS, HAS A GOOD POSSIBILITY FOR EQUIPMENT PRODUCED BY TWR MISSION MFG CO., DEPENDING ON COMPETITIVE PRICES AND AVAILABILITY OF FRENCH LITERATURE AND DOCUMENTATION. SEVERAL LOCAL COMPANIES ALREADY IMPORT AND REPRESENT FRENCH, GERMAN AND ITALIAN FIRMS. ACTUALLY, THERE IS A GOOD DEMAND FOR HAND WATER WELL PUMPS FOR 10 TO 50 METERS DEEP WITH AN OUTPUT OF 2 TO 5 CU. METERS. AVAILABLE ON THE LOCAL MARKET NOW ARE FRENCH BERNARD-GUINARD SMALL CENTRIFI-) 07.0 9* 30 CU. METERS AT 15 METERS HMT AND OVER 100 CU. METERS AT 60 METERS HMT FROM FOLLOWING SUPPLIERS:

BERNARD, GUINARD AND ALTA, FRENCH; KSB, GERMAN; ROVATTI, ITALIAN AND KOHLER, US. NO LOCAL PRODUCTION OF ABOVE EQUIPMENT IS AVAIL

-

ABLE IN SENEGAL. ACCORDING TO BUREAU OF STATISTICS, FOL ARE IMPORT FIGURES FOR FIRST SIX MONTHS OF 74 BY PRODUCT:

CENTRIFUGAL PUMPS:

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MECHAN. PUMPS OVER 100 KG (BRUSSELS TARIFF CODX

841091)

TOTAL, CFA VALUE 26,928,117 WEIGHT 33,292 KG

MECHAN. PUMPS UNDER 100 KG (BRUSSELS TARIFF CODE 841092)

TOTAL, CFA VALM3 1,537,832 WEIGHT 5)2 KG

LQOTORKMK OVER 50 HP (B.TDA CODE 841093)

TOTAL, CFA VALUE 22,251,625 WEIGHT 11,420 KG

MOTOR PUMPS UNDERWE50 HP (B.T. CODE 841094)

TOTAL, CFA VALUE 34,264,998 WEIGHT 17,923 KG

PERCUSSION DRILLING TOOLS;96

,9,-AUTOMATIC DRILLING EQUIP. (B.T. CODE 842311)

TOTAL, CFA VALUE 78,391,123 7#-38 306,393 KG

BUTTERFLY VALVES (B.T. VDE 846190)

TOTAL CFA VALUE 112,531,706 WEIGH 97,698 KG

WATER WELL PUMPS: 9

OTHER PUMPS (BT CODE 841099)

TOTAL, CFA VALUE 21,481,505 WEIGHT 11,492 KG

NON-MECHAN. PUMPS (BT CODE 841108)

TOTAL CFA VALUE 5,620,813 WEIGHT 7,449 KG

PUMPS OF 100 HP (BT CODE 841138)

TOTAL, CFA VALUE31,461,036 WEIGHT 20,110 KG

MOTOR PUMPS OVER 50 HP (BT CODE 841168)

TOTAL CFA VALUE 23,446,609 WEIGHT 24,786 KG

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MOTOR PUMPS UNDER 50 HP (BT CODE 841169)

TOTAL CFA VALUE 13,122,098 WEIGHT 9,505 KG

CFA 201 EQUALS US DOL 1.00

SINCE SENEGAL IS ONE OF THE SAHALIAN COUNTRIES THAT

WAS BADLY HIT BY SEVERAL YEARS OF DROUGHT, WE BELIEVE
THAZ THERE WILL BE A FUTURE MARKET FOR THESE PRODUCTS
FOR SEVERAL YRS AHEAD. TRW MISSION MFG.CO. SHOULD
SEND LIT., DOCUMENTATION AND SPOIFICATIONS ALONG
WITH A PRICE LIST,PREFERABLY ALL IN FRENCH, IN ORDER
TO SHOW TO POTENTIAL CUSTOMERS AND AGENTS/DISTS.

IF MARKET RESEARCH MANAGER, OR ONE OF HIS STAFF, IS
LJ
VISITING 4 TO 6 AFRICAN COUNTRIES DURING JUL-AUG.
197", SUGGEST DAKAR BE INCLUDED IN ITINERARY.
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